

Digital Media II

Level:	11-12
Units of Credit:	1.00
CIP Code:	11.0211
Core Code:	35020000011
Prerequisite:	Digital Media I
Skill Tests:	#804 Digital Media II, Adobe: Rich Media Communication (Flash) Adobe: Visual Communication (Photoshop) Adobe: Web Communication (Dreamweaver)

COURSE DESCRIPTION

Digital Media II is a course designed to teach the process of planning, instructional design, development, and publishing of digital media and interactive media projects. Digital Media II is the second year course within digital media pathway where students will focus on developing advanced skills to plan, design, and create interactive projects using the elements of text, 2-D and 3-D graphics, animation, sound, video, digital imaging, interactive projects, etc. These skills can prepare students for entry-level positions and other occupational/educational goals.

COURSE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will use and enhance skills learned in digital media design.

Objective 1: Apply skills learned in Digital Media I and new advanced techniques

- Create and manipulate 2D graphics using a variety of advanced techniques
- Create and manipulate 2D animations using a variety of advanced techniques
- Create and manipulate digital video using a variety of advanced techniques
- Create and manipulate digital audio using a variety of advanced techniques.

Objective 2: Review and apply principles and elements of visual design.

- Utilize visual design elements in all interactive projects
- Apply concepts of color theory in designing and building interactive media projects
- Utilize image composition in digital media projects

Objective 3: Follow AUP, Fair Use guidelines, and copyright law

- Follow and adhere to the school's Acceptable Use Policy
- Understand when copyrighted material can be used under Fair Use guideline
- Understand and adhere to all applicable copyright laws

STANDARD 2

Students will create a 3D graphic and be introduced to animation.

Objective 1: Create a 3D model

- Create a 3D wire frame model
- Understand and create 3D composites
- Render a model using appropriate visual effects (background, textures, lighting, etc.)

Objective 2: Animate 3D objects

- Animate a 3D object using the key frame method
- Animate a 3D object using the path method

STANDARD 3

Students will learn and following the process of planning, designing, creating digital assets, evaluating, revising, and publishing of interactive digital media projects.

Objective 1: Pre-planning for an interactive media project

- a. Conceptualize ideas and do the initial planning for a project
- b. Write a project proposal including objectives, goals, overview of the project, costs, timeline, etc.
- c. Define the specs for project (target users, technology needed, sign-offs needed, etc.)
- d. Explore the content needed, development schedule, team member assignments, voice, and review options for the project
- e. Create an outline/storyboard for the project flow, directories, naming conventions, navigation, and relationships between segments
- f. Create your script and asset list
- g. Get approval for any copyright material that will be used
- h. Plan your user interface and screen shots along with design standards
- i. Make any revisions needed and get approvals for the project

Objective 2: Create and development the content for the project

- a. Create a project prototype and make any needed revisions
- b. Create and organize the digital media objects needed for the project with appropriate naming conventions
- c. Assemble the project using the storyboard, script, and flowchart to drive the project
- d. Add any scripting or programming needed
- e. Development internal documentation for the project
- f. Follow copyright and fair use guidelines
- g. Monitor time and cost progress of the project
- h. Test the project, check for quality assurance, and make any revisions need
- i. Get client approval and check off

Objective 3: Package and publish the project

- a. Design packaging and other materials needed for publishing and distribution
- b. Write needed documentation for the use of the project
- c. Set a launch date
- d. Provide plan for continued maintenance of the project
- e. Publish/launch the interactive project

STANDARD 4

Students will develop interactive media projects working on a team or as an individual. (One project will be in a computer-based (CB) or Web-based (WB) format. The other three projects will student designed projects.)

Objective 1: Understand different roles for those who work as members of a Digital Media project team.

- a. Explore personal interests and abilities related to working in the interactive media industry
- b. Identify technical talents (i.e. programming, problem solving, algorithmic thinking, etc.)
- c. Identify organizational and leadership skills
- d. Explore aptitude for innovation and creativity
- e. Work and collaborate as a interactive project team member
- f. Identify and understand the interactive digital media team roles: Graphic Artist, Designer, Programmer, Digital Media Designer, Digital Media Developer, Subject Matter Expert, Media/Instructional Designer, Web Designer/Specialist, etc.
- g. Explore courses need for a Digital Media Pathway
- h. Explore careers and training opportunities, trends, and requirements for different roles in interactive media

Objective 2: (CB Option) Author a computer-based (CB) project that includes the following elements and skills:

- a. Use the planning and design process for interactive projects
- b. Use appropriate text and fonts
- c. Use digital images where needed
- d. Utilize animation and digital video
- e. Include audio
- f. Make the project interactive
- g. Provide analysis and feedback
- h. Use of appropriate pieces of software beyond the “authoring” software
- i. Publish the interactive project

Objective 3: (WB Option) Create a Web-based (WB) project with the following components and skills:

- a. Use the planning and design process for interactive projects
- b. Use appropriate text and fonts
- c. Include animation from *rollovers*, animated GIFs, and/or Flash, etc.
- d. Optimized audio for Web delivery
- e. Create and optimize digital images Web delivery
- f. Use digital video that is optimized for Web delivery
- g. Make it Interactive using links, buttons, and/or image maps
- h. Provide analysis and feedback
- i. Use of two or more pieces of software beyond the Web authoring software
- j. Publish the finished interactive Web project

Objective 4: (Other Interactive Project Options) Create three other interactive projects.

- a. Plan, develop, and publish an interactive video project
- b. Plan, develop, and publish a comprehensive digital audio project
- c. Plan, develop, and publish a 2D graphics project
- d. Plan, develop, and publish a interactive 2D animation project
- e. Plan, develop, and publish an interactive software game
- f. Plan, develop, and publish an interactive device specific application
- g. Plan, develop, and publish an interactive 3D project
- h. Plan, develop, and publish a teacher approved interactive media project

STANDARD 5

Students will create an interactive digital media portfolio for digital delivery which showcases a student's projects, work, and skills. Projects included can be created individually or as a team member.

Objective 1: Plan an interactive portfolio of interactive media projects completed

- a. Use the process for planning and designing interactive projects
- b. Include examples of the whole planning, design, creation, and publishing process

Objective 2: Create a menu-driven digital portfolio including the following elements with strict adherence to copyright and fair use guidelines:

- a. Add: Project Designs (storyboards and *concept drawings*)
- b. Include: Animations, Audio, 2D graphics, 3D graphics, Video
- c. Include finished Projects (individual and/or group)
- d. Add other award, contest projects, etc. (optional)
- e. Include your Resume

Objective 3: Publish the project to CD, DVD, as a PDF Portfolio, or on the Web.

- a. Make CD & DVD projects self starting with menus and interactive
- b. Make Web portfolios interactive with menus and navigation

STANDARD 6

Students will participate in a work-based learning experience and/or student competition.

Objective 1: Participate in a work-based learning experience.

- a. Take a field trip to a software or interactive design business
- b. Do a job shadow for someone in a digital media career
- c. Intern at a digital media business
- d. Listen to an industry or post-secondary guest speaker
- e. Work for digital media company or as an independent digital media producer

Objective 2: Participate in a digital media student competition.

- a. Enter a school or school digital media contest
- b. Prepare and entry in a company or organization digital media contest
- c. Prepare and submit an entry for the Utah Multimedia Arts Festival
- d. Enter and compete in a CTSO competition in a digital media area